

NOOKA ZONAL AT WANTED DESIGN 2014

ZONAL – Extending the Body and Mind is an exhibition curated by Matthew Waldman of NOOKA and Marc Thorpe of Marc Thorpe Design to showcase the NOOKA design philosophy of optimistic technofuturism.

NOOKA champions the universal language of form. Best known for their innovative time pieces and accessories, NOOKA is excited to present the perfect merger of fashion and technology. Learn more about NOOKA at <http://www.nooka.com>

Taking inspiration from the vedic chakras, the ZONAL exhibition will feature designs for one of the seven zones, starting in the human body and extending it to the world. Each designer is assigned a zone for which they will design a corresponding product. The resulting show will become an exhibition debuting at the WantedDesign show in New York City from May 16-19, 2014. The look of the exhibit will be transformed each day by materials innovation company Visual Magnetics. Learn more at <http://www.nooka.com/zonal>

THE ZONES: Foundation, Locomotion, Creation, Core, Heart, Head and Dream.

THE DESIGNERS

Joe Doucet - New York <http://joedoucet.com/>

Marc Thorpe - New York <http://marcthorpedesign.com/>

Paul Loebach - New York <http://paulloebach.com/>

Nolen Niu - Los Angeles <http://www.nolenniu.com/>

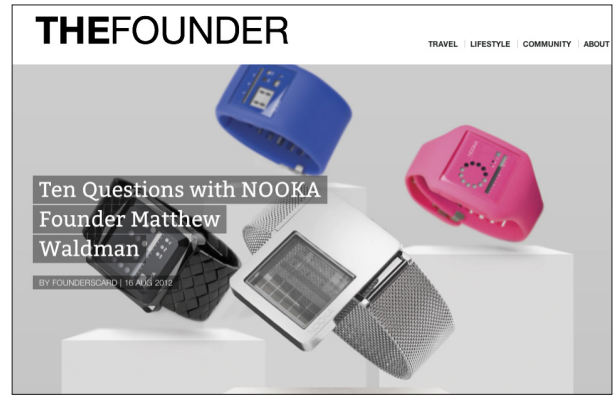
Luca Nichetto - Italy <http://www.lucanichetto.com/>

Lera Moiseeva - Russia <http://leramoiseeva.com/>

Rem D. Koolhaas of United Nude - Netherlands/China <http://www.unitednude.com/>

Todd Bracher - New York <http://toddrbracher.net/>

WANTEDDESIGN is a premier creative destination for the international design community during NYCx-DESIGN in May. Building on the success of Wanted Design's groundbreaking debut in 2011, amazing programming and attendance in 2012 and 2013, and various programming during the year to nurture NYC's design dialogue, WantedDesign sets the standard for international design curation with its fourth edition. The event will offer a 360-degree experience with innovative installations, memorable products, interactive experiences, thought-provoking student workshops, engaging discourse and more.



“James Gurney, editor of luxury horology magazine QP, reckons the renewed interest in digital watches is largely down to funky, New York-based watchmakers Nooka.”
- The Guardian UK



marc thorpedesign

“We believe in a holistic design approach which engages the social components of space and form”
- Marc Thorpe

SPONSORS



i.materialise believes that people have an inherent need to express themselves, more than ever before, in this world where standardization has become the rule.

i.materialise offers all people with an eye for design and a head full of ideas the possibility to turn these ideas into 3D reality.

i.materialise exists to cater to demanding designers and inventors, focusing on higher quality and offering more choices for designers. Above all, they to deliver high quality and reliability for which the world can build on the experience gained in over twenty years in the field.



South Hall is a smart lifestyle brand based in China with the goal of changing the way people use technology in their everyday lives. They introduce people to smart products using a strong team of new generation designers and partnerships with tech companies.

By combining striking designs and cutting-edge technology, South Hall aims to send their message across the world, and use these technologies to make life easier, healthier and more joyful around the world.



Visual Magnetics is a materials innovation company focusing on changeable magnetic receptive graphics that have low-impact on the environment. In 2007, the company introduced MagnaMedia[®], the world's first magnetic-receptive print media as an elegant and cost-effective solution for in-store graphics.

Visual Magnetics' materials can combine functionality and high design in a multitude of different environments. For the first time ever it is possible to completely change your wall-coverings in seconds without adhesive, adding shelves and frames without needing nails or screws. The concept can also be applied to change the image or texture of nearly any smooth surface.